

ABSTRACT OF THE DISCLOSURE

Software based methods to capture consumer data such as purchase or service receipt
5 gratification data and to present composite or individual information back to pre-purchase
consumers are provided. In several embodiments, systems and methods for creating and sustaining
a database, systems and methods for marking statistical data as potentially suspect (e.g., low
integrity or suspicious), systems and methods for presenting data hierarchically (such as in an
information pyramid), and systems and methods for fast user interfaces (e.g., five seconds or less)
10 are presented. Additionally, advertising information and claims, consumer report information and
claims, adver-torial information and claims, and options to link to other information such as that in
web sites, banner advertising information and claims, and access to independent testing
organization information and claims are presented. Further, systems for Internet business practices,
systems for consumer contact management, and for consumer messaging are presented.